

IN THE CLAIMS:

Please amend the remaining claims as follows:

1. (Currently Amended) A method for enabling the online determination of end-to-end costs ~~while negotiating e-commerce transactions~~ during an online ascending or reverse auction, said method comprising:

maintaining an ~~updated~~ online database of ~~prices~~ costs associated with each significant cost element ~~relevant in order to compute said end-to-end costs for goods [[or]] and services involved in completing an e-commerce transaction~~ offered by an offerer and bid upon by a bidder,

receiving a first online bid to buy or sell said offered goods and services from a first bidder,

updating said online database of costs related to said first online bid and calculating a first bid's end-to-end costs related to said first online bid,

receiving a second online bid to buy or sell said offered goods and services from a second bidder,

updating said online database of costs related to said second online bid and calculating a second bid's end-to-end costs related to said second online bid,

if, in an ascending auction, said second bid's end-to-end costs result in a higher payout to said offerer than said first bid's end-to-end costs, then accepting said second bid, else accepting said first bid, and

if, in a reverse auction, said second bid's end-to-end costs result in a higher cost to said offerer than said first bid's end-to-end costs, then accepting said first bid, else accepting said second bid.

~~wherein said cost element comprises commission fees,~~

~~wherein said maintaining of said updated online database comprises utilizing an online service that provides information on said cost, and~~

~~wherein said e-commerce transaction comprises an electronic transaction over the Internet between at least one buyer and at least one seller, and wherein said transaction comprises at least one of a purchase, a sale, a trade, an auction, and a reverse auction;~~
~~maintaining an updated online database of procedures and rules associated with each activity involved in completing said e-commerce transaction;~~
~~determining the costs associated with each significant cost element by accessing the price data corresponding to the parameters of said e-commerce transaction; and~~
~~aggregating all said costs to arrive at a total end-to-end cost for said e-commerce transaction,~~
~~wherein a winning bid in said auction comprises a highest net payout to said seller after deduction of said total end-to-end cost, and~~
~~wherein a winning offer in said reverse auction comprises a lowest net cost to said buyer after addition of said total end-to-end cost.~~

2. (Cancelled).

3. (Currently Amended) The method as claimed in claim 1, wherein said each significant cost elements include element includes any of shipping and handling costs, ~~other~~ logistics management costs, taxes ~~as well as~~, finance costs, commissions, duties, insurance, regulatory- and statutory-related costs, and information costs.

4. (Currently Amended) The method as claimed in claim 1, wherein ~~said databases, which provide information for updating said online database of costs, are located either at the supplier end or at the buyer end~~ associated with said offerer, said bidder, or may be hosted by a third party.

5. (Cancelled).

6. (Currently Amended) The method as claimed in claim 1, wherein said method is implemented by an online intermediary providing ~~said~~ facilities as a service either against a fee of commission or ~~free~~ free of charge.

7. (Cancelled).

8. (Currently Amended) The method as claimed in claim 1, applied to online ascending auctions between ~~a seller~~ an offerer and ~~multiple buyers~~ at least two bidders.

9. (Currently Amended) The method as claimed in claim 1, applied to online reverse auctions between ~~a buyer~~ an offerer and ~~multiple sellers~~ at least two bidders.

10-12. (Cancelled).

13. (Currently Amended) The method as claimed in claim 8, wherein a minimum required qualifying bid amount is communicated to a potential bidder in response to a request for ~~[[the]]~~ information about ~~[[the]]~~ current status of the ~~auctions~~ auction.

14. (Currently Amended) The method as claimed in claim 9, wherein a maximum allowable offer amount is communicated to a potential ~~seller~~ bidder in response to a request for ~~[[the]]~~ information about ~~[[the]]~~ current status of the reverse ~~auctions~~ auction.

15. (Currently Amended) The method as claimed in claim ~~[[10]]~~ 1, wherein ~~sell orders~~ updated offers ~~resident in the database~~ are shown to ~~[[a]]~~ potential ~~buyer~~ bidders after online addition computation of said ~~computed cost elements (shipping, logistics, fees, commissions)~~ to the price quoted by seller for each of the ~~sell orders~~ in response to request for such information in ~~a two-sided matching market~~ end-to-end costs.

16-18. (Cancelled).

19. (Currently Amended) A system for enabling the online determination of end-to-end costs ~~while negotiating e-commerce transactions~~ during an online ascending or reverse auction, said method comprising:

~~means for maintaining an updated online database of prices~~ costs associated with each significant cost element ~~relevant in order to compute said end-to-end costs for goods [[or]] and services involved in completing an e-commerce transaction~~ offered by an offerer and bid upon by a bidder,

means for receiving a first online bid to buy or sell said offered goods and services from a first bidder,

means for updating said online database of costs related to said first online bid and calculating a first bid's end-to-end costs related to said first online bid,

means for receiving a second online bid to buy or sell said offered goods and services from a second bidder,

means for updating said online database of costs related to said second online bid and calculating a second bid's end-to-end costs related to said second online bid,

means for if, in an ascending auction, said second bid's end-to-end costs result in a higher payout to said offerer than said first bid's end-to-end costs, then accepting said second bid, else accepting said first bid, and

means for if, in a reverse auction, said second bid's end-to-end costs result in a higher cost to said offerer than said first bid's end-to-end costs, then accepting said first bid, else accepting said second bid.

~~wherein said cost element comprises commission fees,~~

~~wherein said maintaining of said updated online database comprises utilizing an online service that provides information on said cost, and~~

~~wherein said e-commerce transaction comprises an electronic transaction over the Internet between at least one buyer and at least one seller, and wherein said transaction comprises at least one of a purchase, a sale, a trade, an auction, and a reverse auction;~~

~~means for maintaining an updated online database of procedures and rules associated with each activity involved in completing said e-commerce transaction;~~

~~means for determining the costs associated with each significant cost element by accessing the price data corresponding to the parameters of said e-commerce transaction; and~~

~~means for aggregating all said costs to arrive at a total end-to-end cost for said e-commerce transaction;~~

~~wherein a winning bid in said auction comprises a highest net payout to said seller after deduction of said total end-to-end cost; and~~

~~wherein a winning offer in said reverse auction comprises a lowest net cost to said buyer after addition of said total end-to-end cost.~~

20. (Cancelled).

21. (Currently Amended) The system as claimed in claim 19, wherein said each significant cost elements include element includes any of shipping and handling costs, ~~other~~ logistics management costs, taxes ~~as well as~~, finance costs, commissions, duties, insurance, regulatory- and statutory-related costs, and information costs.

22. (Currently Amended) The system as claimed in claim 19, wherein ~~said databases, which provide information for updating said online database of costs, are located either at the supplier end or at the buyer end~~ associated with said offerer, said bidder, or ~~may be hosted~~ by a third party.

23. (Cancelled).

24. (Currently Amended) The system as claimed in claim 19, wherein said system is used by an online intermediary providing ~~said~~ facilities as a service either against a fee of commission or free of charge.

25. (Cancelled).

26. (Currently Amended) The system as claimed in claim 1, used for online ascending auctions between ~~a seller~~ an offerer and ~~multiple buyers~~ at least two bidders.

27. (Currently Amended) The system as claimed in claim 1, used for online reverse auctions between ~~a buyer~~ an offerer and ~~multiple sellers~~ at least two bidders.

28-30. (Cancelled).

31. (Currently Amended) The system as claimed in claim 26, including means for communicating a minimum required qualifying bid amount to a potential bidder in response to request for ~~[[the]]~~ information about ~~[[the]]~~ current status of the ~~auctions~~ auction.

32. (Currently Amended) The system as claimed in claim 27, including means for communicating a maximum allowable offer amount to a potential ~~seller~~ bidder in response to request for ~~[[the]]~~ information about ~~[[the]]~~ current status of the reverse ~~auctions~~ auction.

33. (Currently Amended) The system as claimed in claim ~~[[10]]~~ 1, ~~wherein sell orders~~ including means for showing updated offers ~~resident in the database~~ to ~~[[a]]~~ potential ~~buyer bidders~~ after online ~~addition~~ computation of said ~~computed cost elements (shipping, logistics, fees, commissions)~~ to the price quoted by seller for each or the sell orders in response to request for such information in a two-sided matching market end-to-end costs.

34-36. (Cancelled).

37. (Currently Amended) A ~~computer program product comprising computer readable program code stored on computer readable storage medium embodied therein for enabling the online determination of end-to-end costs while negotiating e-commerce transactions~~ storage device readable by machine, tangibly embodying a program of instructions executable by said

machine to perform a method for enabling the online determination of end-to-end costs during an online ascending or reverse auction, said method comprising:

maintaining an online database of costs associated with each significant cost element in order to compute said end-to-end costs for goods and services offered by an offerer and bid upon by a bidder,

receiving a first online bid to buy or sell said offered goods and services from a first bidder,

updating said online database of costs related to said first online bid and calculating a first bid's end-to-end costs related to said first online bid,

receiving a second online bid to buy or sell said offered goods and services from a second bidder,

updating said online database of costs related to said second online bid and calculating a second bid's end-to-end costs related to said second online bid,

if, in an ascending auction, said second bid's end-to-end costs result in a higher payout to said offerer than said first bid's end-to-end costs, then accepting said second bid, else accepting said first bid, and

if, in a reverse auction, said second bid's end-to-end costs result in a higher cost to said offerer than said first bid's end-to-end costs, then accepting said first bid, else accepting said second bid.

~~computer readable program code means configured for maintaining an updated online database of prices associated with each significant cost element relevant to goods or services involved in completing an e-commerce transaction,~~

~~wherein said cost element comprises commission fees,~~

~~wherein said maintaining of said updated online database comprises utilizing an online service that provides information on said cost, and~~

~~wherein said e-commerce transaction comprises an electronic transaction over the Internet between at least one buyer and at least one seller, and wherein said transaction comprises at least one of a purchase, a sale, a trade, an auction, and a reverse auction;~~

~~computer readable program code means configured for maintaining an updated online database of procedures and rules associated~~

~~with each activity involved in completing said e-commerce transaction;~~

~~computer readable program code means configured for determining the costs associated with each significant cost element by accessing the price data corresponding to the parameters of said e-commerce transaction; and~~

~~computer readable program code means configured for aggregating all said costs to arrive at a total end-to-end cost for said e-commerce transaction;~~

~~wherein a winning bid in said auction comprises a highest net payout to said seller after deduction of said total end-to-end cost, and~~

~~wherein a winning offer in said reverse auction comprises a lowest net cost to said buyer after addition of said total end-to-end cost.~~

38. (Cancelled).

39. (Currently Amended) The ~~computer~~ program ~~product~~ storage device as claimed in claim 37, wherein said each significant cost elements include element includes any of shipping and handling costs, other logistics management costs, taxes as well as, finance costs, commissions, duties, insurance, regulatory- and statutory-related costs, and information costs.

40. (Currently Amended) The ~~computer~~ program ~~product~~ storage device as claimed in claim 37, wherein said databases, which provide information for updating said online database of costs, are located either at the supplier end or at the buyer end associated with said offerer, said bidder, or may be hosted by a third party.

41. (Cancelled).

42. (Currently Amended) The ~~computer~~ program ~~product~~ storage device as claimed in claim 37, wherein said ~~computer~~ program ~~product~~ storage device is implemented by an online

intermediary providing ~~said~~ facilities as a service either against a fee of commission or free of charge.

43. (Cancelled).

44. (Currently Amended) The ~~computer~~ program ~~product~~ storage device as claimed in claim 37, configured for online ascending auctions between ~~a seller~~ an offerer and ~~multiple buyers~~ at least two bidders.

45. (Currently Amended) The ~~computer~~ program ~~product~~ storage device as claimed in claim 37, configured for online reverse auctions between ~~a buyer~~ an offerer and ~~multiple sellers~~ at least two bidders.

46-48. (Cancelled).

49. (Currently Amended) The ~~computer~~ program ~~product~~ storage device as claimed in claim 44 including ~~computer readable program code~~ means ~~configured~~ for communicating a minimum required qualifying bid amount to a potential bidder in response to a request for ~~[[the]]~~ information about ~~[[the]]~~ current status of the ~~auctions~~ auction.

50. (Currently Amended) The ~~computer~~ program ~~product~~ storage device as claimed in claim 45 including ~~computer readable program code~~ means ~~configured~~ for communicating a maximum allowable offer amount to a potential ~~seller~~ bidder in response to a request for ~~[[the]]~~ information about ~~[[the]]~~ current status of the ~~auctions~~ reverse auction.

51. (Currently Amended) The ~~computer~~ program ~~product~~ storage device as claimed in claim ~~[[46]]~~ 37, ~~including computer readable program code means configured for showing the sell orders resident in the database to a potential buyer after online addition of said computed cost elements (shipping, logistics, fees, commissions) to the price quoted by seller for each of the sell~~

~~orders in response to request for such information in a two-sided matching market~~ wherein
updated offers are shown to potential bidders after online computation of said end-to-end costs.

52-54. (Cancelled).